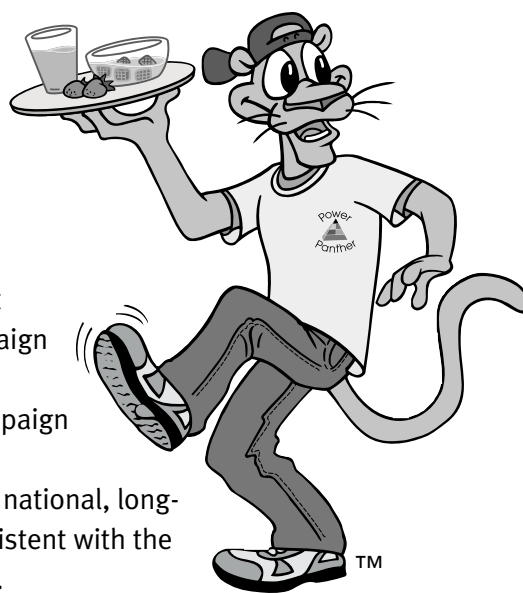


Drop-in Article #1

USDA Campaign Promotes Healthy Eating and Physical Activity

Eat Smart. Play Hard.[™] is the United States Department of Agriculture (USDA), Food and Nutrition Service (FNS) Campaign to promote healthy eating and encourage physical activity in children and families. The primary target audience for the campaign is children ages 2 to 18 eligible to participate in FNS nutrition assistance programs, their parents, and other caregivers. This national, long-term effort encourages them to adopt behaviors that are consistent with the Dietary Guidelines for Americans and the Food Guide Pyramid.



Campaign messages focus on breakfast, healthy snacking, physical activity, and balancing eating and activity. In an effort to reach children in a fun and non-threatening way, Power Panther[™] was developed as the campaign spokesperson. Power Panther[™] travels across the country spreading messages like “Move More. Sit Less.” and “Power Up with Breakfast,” to motivate kids to make healthy choices.

Unhealthy eating and physical activity patterns are placing America’s children at risk. They are now heavier than ever and the majority have eating habits that do not conform to the Dietary Guidelines. More than 14 percent of children and 11 percent of adolescents are overweight, and 66 percent of all children eat more fat than recommended. Only one in five children gets five servings of fruits and vegetables each day as recommended by the USDA Food Guide Pyramid for Young Children and only one in three school age children participates in physical education. The **Eat Smart. Play Hard.**[™] Campaign is part of FNS’ commitment to combat these escalating national trends of poor nutrition, inactivity, and obesity among the nation’s children.

A number of national organizations have endorsed and supported the Campaign and its message including the American Dietetic Association, the American School Food Service Association, the National WIC Association, the President’s Council on Physical Fitness and Sports, the Society for Nutrition Education, and the YMCA.

The **Eat Smart. Play Hard.**[™] campaign is an education program of the Food and Nutrition Service, USDA. For more information about Power Panther[™] and the Campaign, contact FNS at (703) 305-2286. In addition, information about the campaign is available on the FNS web site at www.fns.usda.gov.

Eat Smart. Play Hard.[™]

United States Department of Agriculture • Food and Nutrition Service